

## **AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method, comprising:

locally determining at a user device contextual information associated with remote information being accessed by a user;

locally determining at [[a]] the user device advertising information based on (i) the determined contextual information [[associated with remote information being accessed by a user]], and (ii) supplemental information associated with the user; and

providing the determined advertising information from the user device to the user.

2. (Previously Presented) The method of claim 1, wherein the supplemental information is associated with at least one of: (i) geographic information, (ii) user device information, or (iii) other advertising information that has been provided to the user.

3. (Previously Presented) The method of claim 1, wherein said providing is associated with:

providing the advertising information to the user device via a communication network; and

providing the advertising information from the user device to the user when the user device is not communicating via the communication network.

4. (Previously Presented) The method of claim 1, wherein said providing comprises: displaying a graphical advertisement to the user.

5. (Previously Presented) The method of claim 1, wherein the contextual information comprises at least one of: (i) a key word, (ii) a search term, or (iii) uniform resource locator information.

6. (Currently Amended) An apparatus, comprising:  
a processor; and  
a storage device in communication with said processor and storing instructions adapted to be executed by the processor to:

locally determine contextual information associated with remote information being accessed by a user;

locally determine advertising information based on (i) the determined contextual information [[associated with remote information being accessed by a user]], and (ii) supplemental information associated with the user;

locally determine a dynamically adjusted screen display position; and  
provide the determined advertising information to the user at the dynamically adjusted screen display position.

7. (Previously Presented) The apparatus of claim 6, wherein the supplemental information is associated with at least one of: (i) geographic information, (ii) user device information, or (iii) other advertising information that has been provided to the user.

8. (Original) The apparatus of claim 6, wherein the advertising information is provided to the user device via a communication network and is provided to the user when the user device is not communicating via the communication network.

9. (Currently Amended) The apparatus of claim 6, wherein said [[arranging]] providing comprises displaying a graphical advertisement to the user at the dynamically adjusted screen display position.

10. (Previously Presented) The apparatus of claim 6, wherein the contextual information comprises at least one of: (i) a key word, (ii) a search term, or (iii) uniform resource locator information.

11. (Currently Amended) A medium storing instructions adapted to be executed by a processor to perform a method, said method comprising:

locally determining at a user device a search term associated with remote information being accessed by a user;

locally determining advertising information based on (i) [[contextual information associated with remote information being accessed by a user]] the locally determined search term, and (ii) supplemental information associated with the user; and

providing the determined advertising information from the user device to the user.

12. (Previously Presented) The medium of claim 11, wherein the supplemental information is associated with at least one of: (i) geographic information, (ii) user device information, or (iii) other advertising information that has been provided to the user.

13. (Original) The medium of claim 11, wherein the advertising information is provided to the user device via a communication network and is provided to the user when the user device is not communicating via the communication network.

14. (Currently Amended) The medium of claim 11, wherein said [[arranging]] providing comprises displaying a graphical advertisement to the user.

15. (Canceled)